

Bright Lights

News for the week of October 12, 2010

BRIGHT LIGHTS NEWS

Coyote Hobbies is coming to Victorville and that's good news for adults and children alike. The new Victorville business specializes in Remote Control (R/C) cars, trucks, airplanes and helicopters.

Located at 12248 Industrial Blvd., the facility will include an indoor R/C off-road track for electric powered cars/trucks. Coldwell Banker Commercial Senior Sales Associate, Janette Wehrmann facilitated the lease to Coyote Hobbies. A grand opening is planned for early November.

Congratulations to High Desert Daily, a new "good news" website developed by Miguel Gonzalez with Catalyst Factor Agency. The website debuted with 5,845 hits on October 6th and publishes business and community stories about the good things and good people in our High Desert. So if you enjoy the Bright Lights Newsletter follow High Desert Daily for good news about the entire High Desert. To view this new website visit www.highdesertdaily.com

Community Clean-up Day, sponsored by the City of Victorville and the Victorville Chamber of Commerce is gaining in popularity. The Victorville Chamber of Commerce reports that 347 people have volunteered to clean up our community on October 23rd. Last October's event drew 305 community volunteers who picked up 3.85 tons of trash.



High Desert Farmers Market Brings Together Produce, People and Commerce

Over 18 years ago Kerri Santoro, an agricultural student at Victor Valley Community College (VVCC), and the VVCC Ornamental Horticulture Club started the High Desert Farmers Market to educate residents about farm direct food, and issues surrounding agriculture. Every Thursday the college campus has served as a destination location for locals to buy fresh produce, shop outdoors and buy merchandise from local vendors, and become familiar and feel welcome at the campus.

Throughout the years Santoro's vision for the High Desert Farmers Market grew. Her passion for quality produce led her to apply and receive certification as a Farmers Market—which means all the produce sold by farmers is grown by those selling the product. It's more than a guarantee that the products are genuinely farm fresh, but one can have a conversation with the farmer who harvested it.

In addition to ensuring high quality, Kerri also wanted to make it easy for low income families to eat healthy farm fresh food. This month the High Desert Farmers Market celebrates its first anniversary of accepting EBT for those on the supplemental nutritional assistance program.

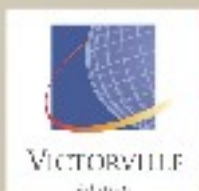
Beyond providing quality, farm fresh food to residents, the Farmers Market has become a small business incubator. The venue offers fresh flowers, hand-made items, clothing, crafts, jewelry cosmetics and more. Kerri is proud that some small local High Desert businesses actually began as vendors at the Farmers Market!

What's new for the future of this great outdoor market? Look for the new workplace produce delivery program coming soon.

The High Desert Farmers Market is held every Thursday from 8 a.m. to noon, and is now located on lower campus off of Fish Hatchery Road.

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Thank You Sponsors and Volunteers!

You're Bright Lights in Our Book!

Thanks to 140 community volunteers and numerous generous businesses, Victorville kids have new playground equipment at Avalon Park. Last week they rolled up their sleeves and dug holes, painted equipment, lifted and installed the new equipment. Great job!

We'd like to thank Dr Pepper/Snapple/Motts and our business sponsors who made this day a true success!

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City of Victorville, Public Works
Victory Outreach
Victor Valley Community College
High Desert Seventh Day Adventist Church

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Victor Valley Magic Softball

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